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ABSTRACT

In 1988, a study was conducted at Piedmont Virginia Community College (PVCC) to determine the number and proportion of 1987 graduates from eight local public high schools who enrolled at PVCC in 1987-88 (i.e., the market share) and compare results with figures for previous years. Study findings included the following: (1) PVCC enrolled over 20% of all 1987 graduates from three local high schools, and just under 20% from a fourth; (2) 447 PVCC students had graduated from high school in 1987 (including in- and out-of-district and out-of-state); 58.8% of them were attending college full time and 67.3% had graduated from one of the high schools within PVCC's service region; (3) PVCC enrolled a slightly higher percentage of the female high school graduates (20.4%) than the male (17.8%); (4) the high schools graduated 9.7% fewer students in 1987 than in 1986; (5) market share figures for black high school graduates were much lower than those for either white students or other minority students; and (6) market share figures, as well as the number of service region graduates enrolling at PVCC, have continued to climb since the sharp decline reported between 1983-84 and 1984-85. (AJL)

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PVCC "MARKET SHARE"

OF SELECTED HIGH SCHOOLS

GRADUATING CLASS OF 1987

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Brief No. 88-12

PVCC Institutional Research Brief

October 1988

PVCC SERVICE REGION HIGH SCHOOL "MARKET SHARE" CLASS OF 1987

This brief highlights the findings of *PVCC "Market Share" of Selected High Schools--Graduating Class of 1987* (PVCC Institutional Research Report No. 8-88, October 1988). The term "market share" refers to the percentage of a high school graduating class which enrolls at Piedmont Virginia Community College (PVCC) during the academic year immediately following high school graduation. Figure 1 displays both the total and the full-time "market share" for all public high schools within the PVCC service region.

PVCC enrolled over 20% of all 1987 graduates from three schools: Albemarle (26.2%), Western Albemarle (25.9%), and Charlottesville (20.1%). The "market share" figure for William Monroe was just under 20% (19.6%). Only one

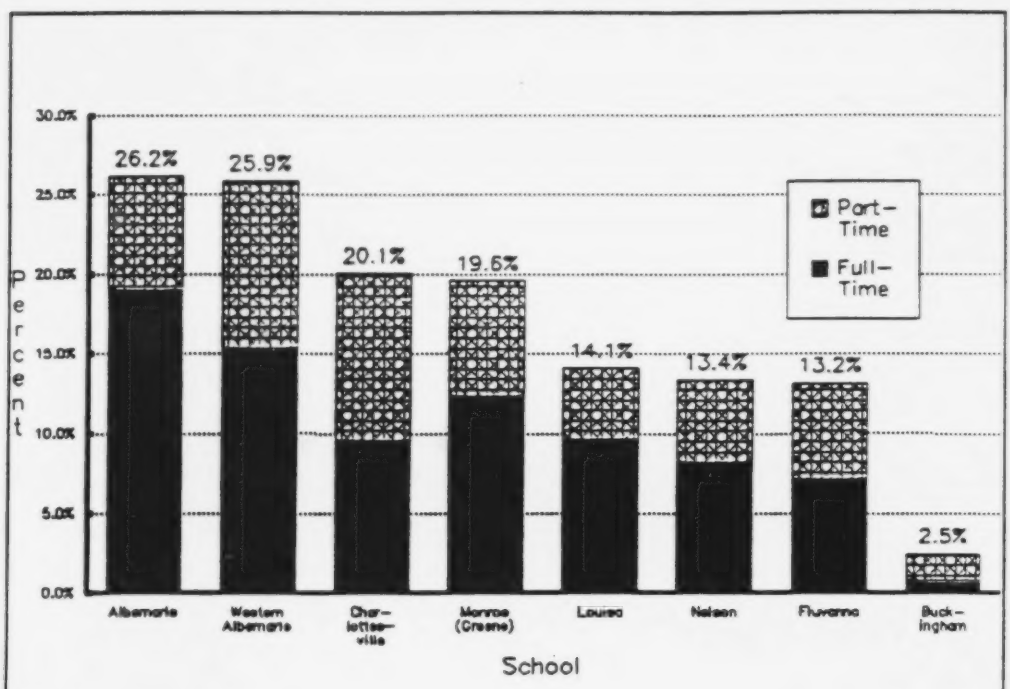

FIGURE 1: 1987 SERVICE REGION PUBLIC HIGH SCHOOL GRADUATES ENROLLING AT PVCC DURING 1986-1987

(Continued on reverse side)

school, Buckingham, had a "market share" figure below 10% (2.5%). It should be noted, however, that Buckingham is within the service region of both PVCC and Southside Virginia Community College.

In terms of both total and full-time "market share," 1987-1988 figures were the highest since 1983-1984 (see Figure 2). It is evident that PVCC's recruiting strategies in service region high schools have, to a large degree, been successful. However, this seems to be the time for the college to capitalize on these efforts and improve recruiting even more. For one thing, PVCC has converted from a quarter to a semester system, and this might prove attractive to recent high school graduates wishing to enroll as full-time college students. For another, the pool of available service region public high school graduates will increase during the next several years. Between 1987 and 1988, the number of graduates increased by 1.3%. Between 1988 and 1989, it is projected to increase by another 1.3%, and between 1989 and 1990, it is projected to increase by 2.5%.

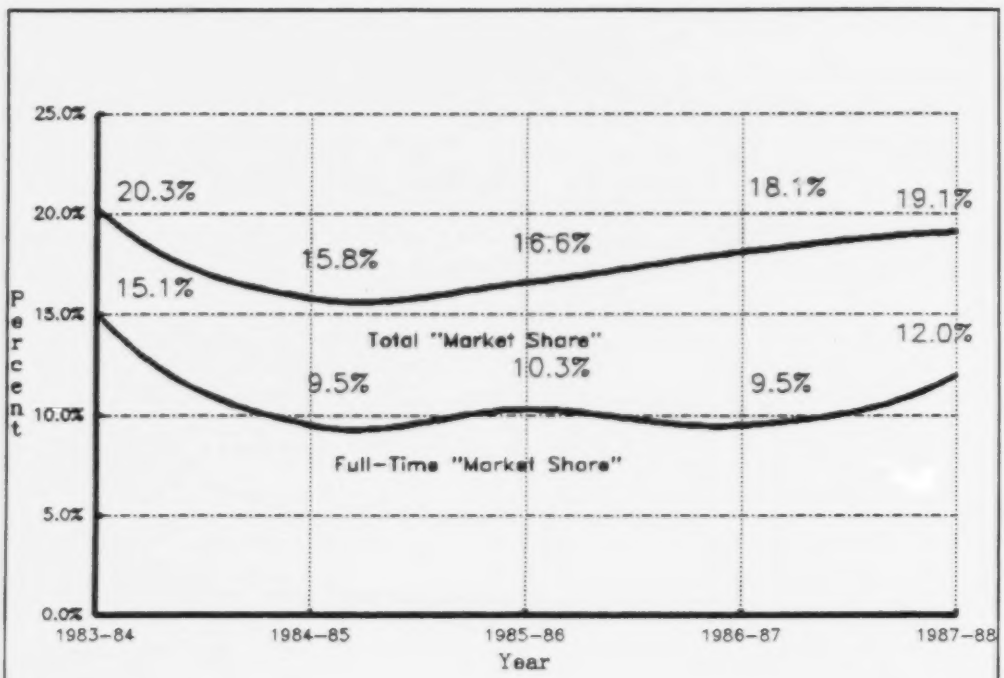

FIGURE 2: PVCC "MARKET SHARE" (1983-1984 THROUGH 1987-1988)

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PVCC "MARKET SHARE" OF SELECTED HIGH SCHOOLS GRADUATING CLASS OF 1987

INTRODUCTION

A large number of both first-time and full-time students who enroll at Piedmont Virginia Community College (PVCC) each year are recent graduates of public high schools within the college's service region.[1] In fact, public high schools within the service region are perhaps the primary source of new students at the college. PVCC spends considerable time and energy recruiting students from these schools, and it is important that the college acquire annual "market share" information to determine how successful its recruiting strategies have been.

This is the fifth in a series of reports on the number and percentage (or "market share") of service region high school graduates who attend PVCC during the year immediately following their high school graduation.[2] In terms of content and methodology, this report is similar to previous reports.

Specifically, this study addresses the following questions:

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[1]The college's service region consists of the counties of Albemarle, Fluvanna, Greene, and Nelson, the city of Charlottesville, and one-half of Buckingham and Louisa counties. Public high schools within the service region are Albemarle High School, Western Albemarle High School, Buckingham County High School, Fluvanna County High School, William Monroe High School (Greene County), Louisa County High School, Nelson County High School, and Charlottesville High School.

[2]See Robert A. Ross, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1983* (PVCC Institutional Research Report No. 4-84, August 1984), Ronald B. Head, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1984* (PVCC Institutional Research Report No. 5-85, December 1985), Ronald B. Head, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1985* (PVCC Institutional Research Report No. 4-87, May 1987), and Ronald B. Head, *PVCC "Market Share" of Selected High Schools--Graduating Class of 1986* (PVCC Institutional Research Report No. 9-87, December 1987).

1. How many 1987 graduates from public service region high schools enrolled at PVCC during 1987-1988? How many of these enrolled full-time?

2. How many students graduated from each public service region high school in 1987?

3. What was the PVCC "market share" for each public service region high school? In other words, what proportion of the graduating class from each school enrolled at PVCC during 1987-1988?

4. How does the "market share" for the class of 1987 compare with those for the classes of 1983, 1984, 1985, and 1986?

RESULTS

Table 1 presents the number of 1987 high school graduates who enrolled at PVCC during the 1987-1988 academic year. The 1987-1988 academic year consisted of

TABLE 1: NUMBER OF 1987 HIGH SCHOOL GRADUATES WHO ENROLLED AT PVCC DURING 1987-1988

NAME OF HIGH SCHOOL	BY RACE: WHITE FT	WHITE TOTAL	BLACK FT	BLACK TOTAL	OTHER FT	OTHER TOTAL	BY SEX: MALE FT	MALE TOTAL	FEMALE FT	FEMALE TOTAL	GRAND TOTAL FT	GRAND TOTAL TOTAL
Albemarle	64	88	10	15	3	3	36	46	41	60	77	106
Western Albemarle	32	53	2	5	1	1	20	31	15	28	35	59
Buckingham	0	1	1	2	0	0	0	1	1	2	1	3
Fluvanna	7	15	3	4	1	1	5	8	6	12	11	20
Monroe (Greene)	11	18	1	1	0	0	7	9	5	10	12	19
Louisa	12	18	6	8	0	0	9	13	9	13	18	26
Nelson	10	16	1	2	0	0	4	7	7	11	11	18
Charlottesville	20	42	3	6	1	2	10	20	14	30	24	50
TOTAL-IN-DISTRICT	156	251	27	43	6	7	91	135	98	166	189	301
OUT-OF-DISTRICT	59	108	5	14	1	1	29	55	36	68	65	123
OUT-OF-STATE	8	21	0	0	1	2	5	11	4	12	9	23
GRAND TOTAL	223	380	32	57	8	10	125	201	138	246	263	447

Summer Quarter 1987, Fall Quarter 1987, Winter Quarter 1988, and Spring Quarter 1988. Over one-half of these students were full-time (58.8%),[3] and approximately two-

[3]A student who registered for 12 or more hours of course work during any quarter within the 1987-1988 academic year is considered full-time for the purposes of this study. For example, a student attending three quarters part-time, and only one quarter full-time, would be counted as full-time.

thirds (67.3%) had graduated from one of the public high schools within the PVCC service region.

Figure 1 displays the number of full-time and part-time graduates from each of the public service region high schools. As was the case with 1984, 1985, and 1986 graduates, the three schools contributing the most students to PVCC were, in order, Albemarle (106), Western Albemarle (59), and Charlottesville (50). These three schools accounted for slightly less than three-quarters of the newly enrolled high school graduates from within the service region (71.1% of full-time students and 71.4% of all students).

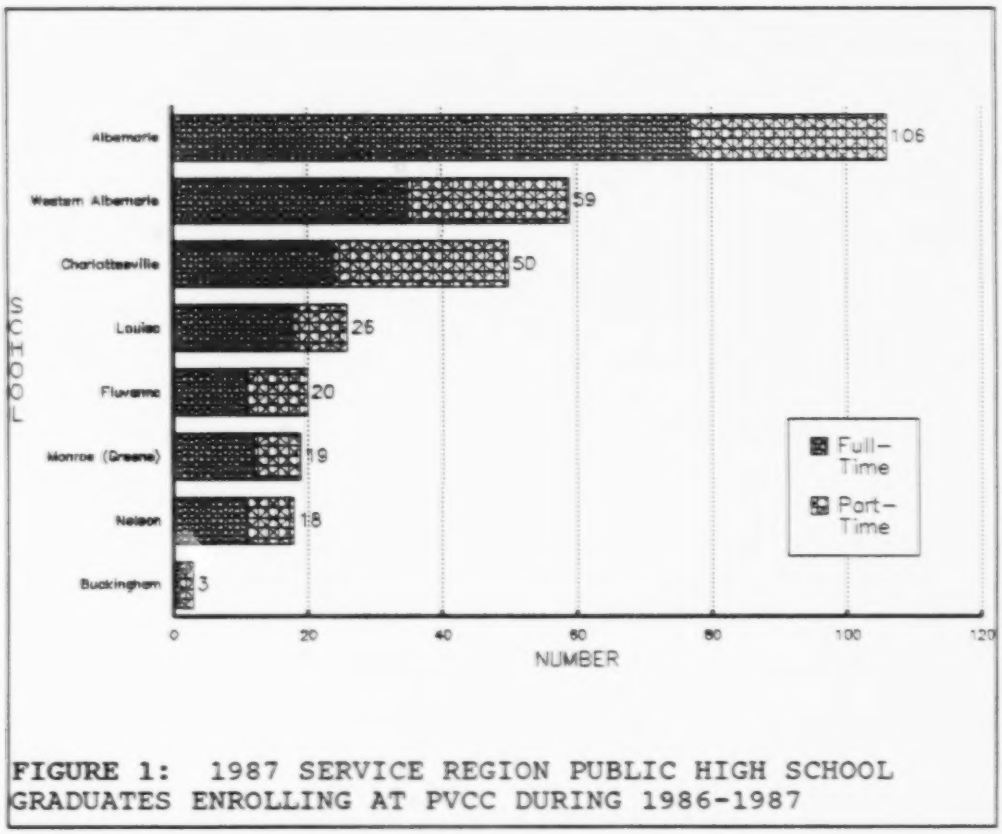

FIGURE 1: 1987 SERVICE REGION PUBLIC HIGH SCHOOL GRADUATES ENROLLING AT PVCC DURING 1986-1987

The size of the various graduating classes for 1987 is provided in Table 2. Predictably, and as was the case with the classes of 1984, 1985, and 1986, the three largest graduating classes were, in order, Albemarle (405), Charlottesville (249), and Western Albemarle (228).

TABLE 2: COMPOSITION OF SERVICE REGION PUBLIC HIGH SCHOOL GRADUATING CLASSES OF 1987

NAME OF HIGH SCHOOL	BY RACE WHITE	BLACK	OTHER	BY SEX MALE	FEMALE	GRAND TOTAL
Albemarle	354	44	7	173	232	405
Western Albemarle	216	11	1	120	108	228
Buckingham	48	74	0	64	58	122
Fluvanna	94	57	1	79	73	152
Monroe (Greene)	85	12	0	43	54	97
Louisa	100	84	1	96	89	185
Nelson	97	37	0	58	76	134
Charlottesville	164	76	9	124	125	249
TOTAL	1,158	395	19	757	815	1,572

Public service region high schools graduated fewer students in 1987 than in 1986. Between 1984 and 1985, a decline of 5.5% in the number of graduates occurred; between 1985 and 1986, an increase of 5.8% occurred; and between 1986 and 1987, a decline of 9.7% occurred.

The largest decrease by far occurred at Buckingham (-31.8%). Other schools at which the number of graduates declined were Charlottesville (-10.8%), Western Albemarle (-6.9%), Louisa (-5.6%), and Fluvanna (-1.3%). Increases in the number of graduates occurred at William Monroe (+19.8%), Nelson (+12.6%), and Albemarle (+11.9%).

The PVCC "market share" by sex and by race for both full-time students and all

TABLE 3: PVCC "MARKET SHARE" OF SERVICE REGION PUBLIC HIGH SCHOOLS DURING 1986-1987

NAME OF HIGH SCHOOL	FULL-TIME STUDENTS						ALL STUDENTS					
	WHITE	BLACK	OTHER	MALE	FEMALE	TOTAL	WHITE	BLACK	OTHER	MALE	FEMALE	TOTAL
Albemarle	18.1%	22.7%	42.9%	20.8%	17.7%	19.0%	24.9%	34.1%	42.9%	26.6%	25.9%	26.2%
Western Albemarle	14.8%	18.2%	100.0%	16.7%	13.9%	15.4%	24.5%	45.5%	100.0%	25.8%	25.9%	25.9%
Buckingham	0.0%	1.4%	0.0%	0.0%	1.7%	0.8%	2.1%	2.7%	0.0%	1.6%	3.4%	2.5%
Fluvanna	7.4%	5.3%	100.0%	6.3%	8.2%	7.2%	16.0%	7.0%	100.0%	10.1%	16.4%	13.2%
Monroe (Greene)	12.9%	8.3%	0.0%	16.3%	9.3%	12.4%	21.2%	8.3%	0.0%	20.9%	18.5%	19.6%
Louisa	12.0%	7.1%	0.0%	9.4%	10.1%	9.7%	18.0%	9.5%	0.0%	13.5%	14.6%	14.1%
Nelson	10.3%	2.7%	0.0%	6.9%	9.2%	8.2%	16.5%	5.4%	0.0%	12.1%	14.5%	13.4%
Charlottesville	12.2%	55.3%	11.1%	8.1%	11.2%	9.6%	25.6%	7.9%	22.2%	16.1%	24.0%	20.1%
SERVICE REGION	13.5%	6.8%	31.6%	12.0%	12.0%	12.0%	21.7%	10.9%	36.8%	17.8%	20.4%	19.1%

students is shown in Table 3. The PVCC "market share" is also displayed in Figure 2 in order from highest figure to lowest.

As was the case for 1986 service region high school graduates, PVCC enrolled over 20% of all 1987 graduates from three schools--Albemarle (26.2%), Western Albemarle (25.9%), and Charlottesville (20.1%). The "market share" figure for William Monroe was just under 20% (19.6%). Only one school, Buckingham, had a "market share" figure below 10% (2.5%). It should be noted, however, that Buckingham is within the service regions of both PVCC and Southside Virginia Community College.

PVCC enrolled as full-time students more than 10% of all 1987 graduates from three schools: Albemarle (19%), Western Albemarle (15.4%), and William Monroe (12.4%). The "market share" figures for Louisa and Charlottesville were just under 10% (9.7% for Louisa and 9.6% for Charlottesville), and only one school, Buckingham, had a "market share" figure less than 5% (0.8%).

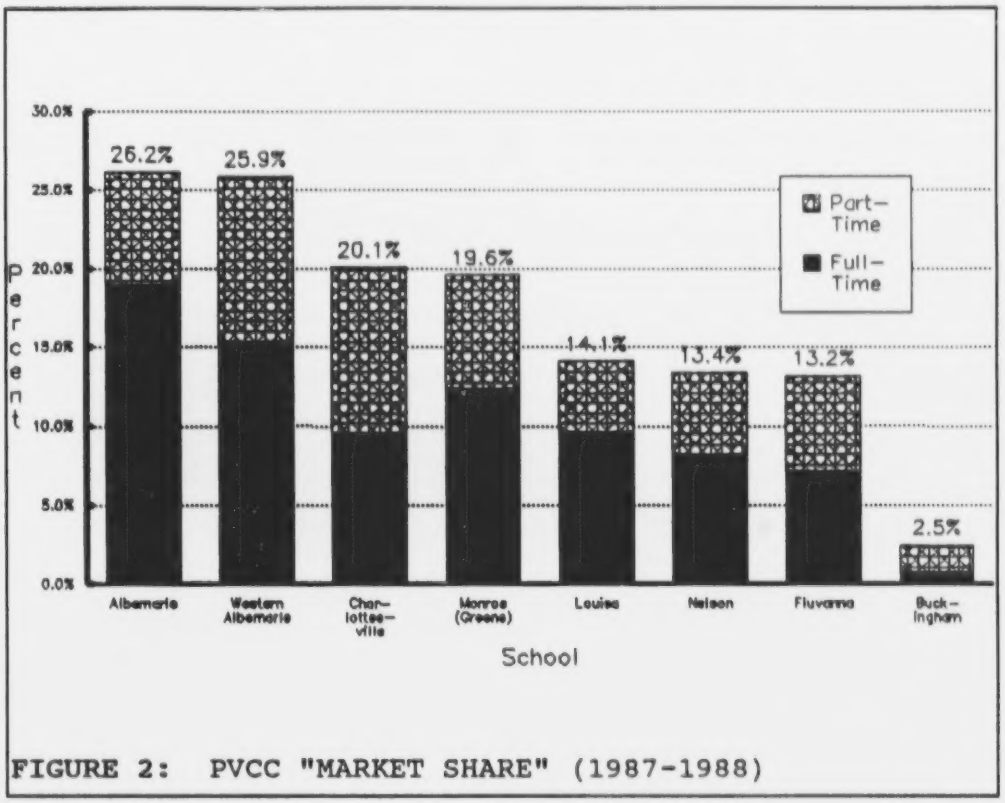

FIGURE 2: PVCC "MARKET SHARE" (1987-1988)

The "market share" figures for 1987 service region public high school graduates who were female (20.4%) was slightly higher than that for graduates who were male (17.8%). However, the figures were the same for both males and females enrolling full-time at PVCC (12%).

As was the case with service region graduates in previous years, the "market share" figures for black graduates enrolling at PVCC were much lower than those for

either white students or minority students other than black. However, the "market share" figures for black graduates was higher than that for white graduates at Albemarle and Western Albemarle.

Between 1983-1984 and 1984-1985, "an alarming decrease" was reported "both in the number of graduates from area high schools enrolling at PVCC and the 'market shares' of the high schools themselves."[4] This trend was reversed the following year. Although "market share" figures for the graduating class of 1985 were still much lower than those for the graduating class of 1983, they were higher than those for the graduating class of 1984. "Market share" figures for the class of 1986 were even higher, and "market share" figures for the class of 1987 were still higher.

In other words, "market share" figures, as well as the number of service region public high school graduates enrolling at PVCC, have steadily climbed since the sharp decline reported between 1983-1984 and 1984-1985. This is shown in Table 4.

Although the total "market share" figure for all service region high school graduates has steadily increased since 1984-1985, the "market share" figure for service region high school graduates enrolling full-time at PVCC has not. A precipitous drop was reported between 1983-1984 and 1984-1985. Between 1984-1985 and 1985-1986, the full-time "market share" figure rose slightly. Between 1985-1986 and 1986-1987, however, the full-time "market share" figure dropped, leading the author of this study to conclude:

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[4] *PVCC 'Market Share' of Selected High Schools--Graduating Class of 1984*, Op. Cit., p. 3.

TABLE 4: NUMBER AND "MARKET SHARE" OF SERVICE REGION PUBLIC HIGH SCHOOL GRADUATES ATTENDING PVCC (1983-1988)

NAME OF HIGH SCHOOL	1983 H.S. Graduates Attending PVCC During 1983-1984 No.	"Mkt. Share"	1984 H.S. Graduates Attending PVCC During 1984-1985 No.	"Mkt. Share"	1985 H.S. Graduates Attending PVCC During 1985-1986 No.	"Mkt. Share"	1986 H.S. Graduates Attending PVCC During 1986-1987 No.	"Mkt. Share"	1987 H.S. Graduates Attending PVCC During 1987-1988 No.	"Mkt. Share"
Albemarle	110	27.2%	89	21.4%	75	20.5%	88	24.3%	106	26.2%
Western Albemarle	63	23.7%	42	17.9%	53	22.3%	63	25.7%	59	25.9%
Buckingham	7	4.9%	3	2.3%	6	4.1%	7	3.9%	3	2.5%
Fluvanna	30	19.9%	11	7.3%	19	16.5%	23	14.9%	20	13.2%
Monroe (Greene)	23	24.7%	19	20.0%	11	11.8%	13	16.0%	19	19.6%
Louisa	20	9.8%	16	8.0%	18	9.9%	20	10.2%	26	14.1%
Nelson	27	15.3%	18	11.8%	9	6.2%	12	10.1%	18	13.4%
Charlottesville	65	25.1%	57	23.9%	62	25.6%	67	24.0%	50	20.1%
SERVICE REGION	345	20.3%	255	15.8%	253	16.6%	293	18.1%	301	19.1%

While PVCC does seem to be attracting its fair "market share" of recent high school graduates, more than in the past, these graduates are enrolling as only part-time students at the college. In 1983-1984, 67.8% of the 1983 service region high school graduates studying at PVCC were enrolled as full-time students. By 1986-1987, this figure had fallen to 52.6%. Perhaps, efforts should be made not only to have recent high school graduates attend PVCC, but to have them attend as full-time students.[5]

Fortunately, the widening gap between full-time and total "market share" noted in last year's study has narrowed. The full-time "market share" figure for 1987 graduates was 12%, a 2.5% increase over the 1986 full-time "market share" figure, and the highest full-time "market share" figure since 1983-1984. This is depicted graphically in Figure 3.

[5] *PVCC "Market Share" of Selected High Schools--Graduating Class of 1988, Op. cit., p. 11.*

This increase in full-time "market share" is not surprising when considered in conjunction with the increase in total full-time student enrollment at PVCC between Fall Quarter 1986 and Fall Quarter 1987. During this period, full-time enrollment rose by 18.8% and the college set records in both total headcount and FTES (Full-Time Equivalent Student) enrollment. For further information on full-time student enrollment at the college, see Ronald B. Head's *PVCC Full-Time Students: Fall Quarter 1987.*[6]

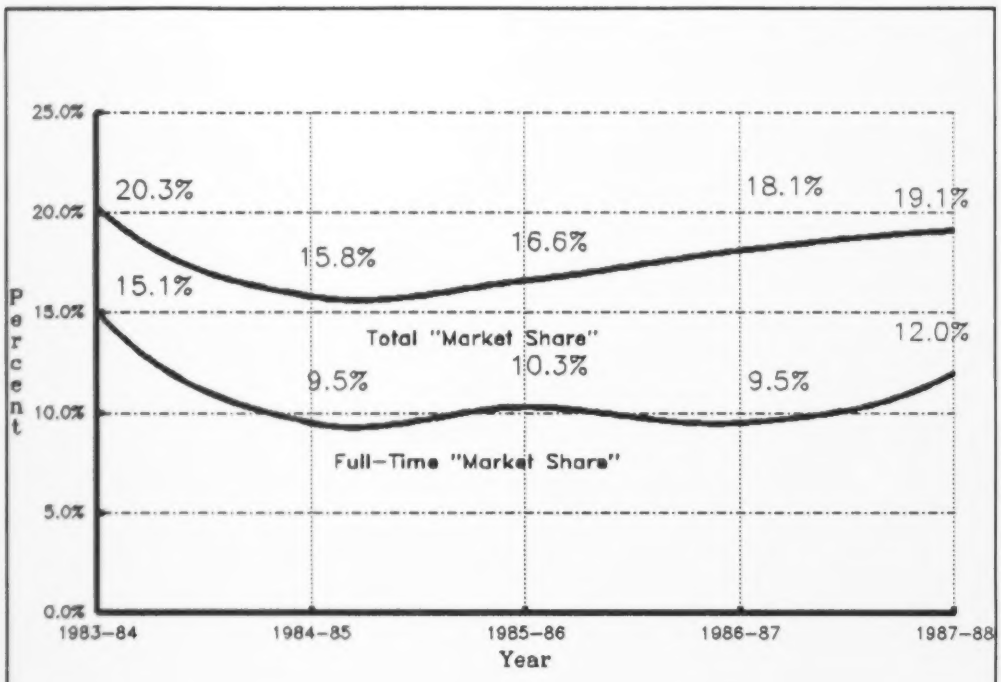

FIGURE 3: PVCC "MARKET SHARE" (1983-1984 THROUGH 1987-1988)

[6]PVCC Institutional Research Report No. 5-88, July 1988.

CONCLUSIONS

The number of service region high school graduates enrolling at PVCC, as well as the "market share" itself, increased between 1986-1987 and 1987-1988. In fact, in terms of both number enrolled and "market share," 1987-1988 figures were the highest since 1983-1984. This was true with respect to both total "market share" and full-time "market share."

It is evident that PVCC's recruiting strategies in service region high schools have, to a large degree, been successful. However, this seems to be the time for the college to capitalize on these efforts and improve recruiting even more. For one thing, PVCC has converted from a quarter to a semester system, and this might prove attractive to recent high school graduates wishing to enroll as full-time college students. For another, the pool of available service region public high school graduates will increase during the next several years. Between 1987 and 1988, the number of graduates increased by 1.3%. Between 1988 and 1989, it is projected to increase by another 1.3%, and between 1989 and 1990, it is projected to increase by 2.5%.

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